JIMMY BUFFETT

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Amway Center, Orlando, Fla., Feb. 4

\$1,210,690

Attendance

Live Nation

13,387

ZAC BROWN BAND, SONIA LEIGH, NIC COWAN

AEG Live, United Concerts

Maverik Center, West Valley City, 7,004 Utah, Jan. 21



## Fresh Vantage Point

OnThe

Road

WADDEL

'Artists Den' creator Mark Lieberman reimagines how live music can be presented

ow in its fourth season on PBS, "Live From the Artists Den" is ready for its coming-out party in 2012.

The show made a splash with its Feb. 3 season debut, presenting a performance by Adele at the Santa Monica Bay Woman's Club in Santa Monica, Calif. The episode was shot a year ago during the same week as the U.S. release of 21, which went on to become the top-selling album of 2011.

"It's a portrayal of an artist that went on to have an unbelievable, record-breaking year," creator/executive producer Mark Lieberman says.

It was a fortuitous programming win for a show that has established itself in the artist community as a coveted gig to play. And it showed off all the key elements that have made the series a widely admired creative success: an accomplished artist in a nontraditional venue before an intimate, appreciative audience of

invited guests, accompanied by an interview conducted by music critic and Artists Den director of programming Alan Light.

Another example of the show's synergy involves Amos Lee. The singer/songwriter had a banner year in 2011, opening for Adele on her U.K. tour and releasing his acclaimed album Mission Bell, which debuted at No. 1 on the Billboard 200.

Lee, who recorded Mission Bell in Tucson. Ariz., with Calexico and other guest artists, makes his home in Philadelphia, so the Artists Den initially thought to present him in a cool Philly venue. But Lee expressed a desire to return to the Arizona desert, and Tucson's recently refurbished Fox Theatre fit the bill. His performance with Calexico at the Fox airs March 2.

"After a very successful year, I couldn't think of a better platform than 'Live From the Artists Den' to showcase this project, to come full circle with the Calexico boys and document the journey where it all started: Tucson, Ariz.," says Perry Greenfield, Lee's co-manager at Red Light Management. "Alan, Mark and the team's attention to detail, marketing sensibilities and quality control has put them at the forefront of music programming. It was an honor to be a part of it."

Other acts to be featured in season four include the Fray, Death Cab for Cutie, Kid Rock and Iron & Wine. Shot in high definition, the series is presented by WLIW in association with WNET New York Public Media and is distributed by American Public Television.

Lieberman's emergence as a champion of live music is as unorthodox as the show's programming approach. During his decade-plus career in investment banking and private equity, the lifelong music fanatic began hosting shows in his living room, where he realized there was something special about seeing musicians performing in nontraditional settings. He eventually expanded the concept by staging shows in other unusual venues, like old synagogues and churches and private homes, and invited people to discover bands considered worthy of the show.

In 2008, "Live From the Artists Den" jumped to TV on satellite channel Ovation, before making its PBS debut in 2009. Among the acts to perform under the "Artists Den" banner are Robert Plant, Ray LaMontagne, Elvis Costello, Ringo Starr, Tori Amos, Alanis Morissette, Crowded House, the Black Crowes, Ben Harper, Regina Spektor, Corinne Bailey Rae and David Gray.

> Through it all, Lieberman says the target audience has remained the same: "a crowd that loves music, but has sort of stopped going out to discover it."

Capacity at most "Artists Den" shows is in the 400-500 range. and the tickets are free. Attendees come from a database of about 100,000 music fans that the producers built through the years.

"We send one email once a month when we do a show, and the email just says 'secret show," Lieberman says. "We get about a 40% open rate, and somewhere between five and 15,000 people sign up for tickets."

Dating back to the days before it was on TV, "Live From the Artists Den" has been supported by low-key sponsorships and has released wellreceived DVDs and CDs of shows on Artists Den Records, which has anywhere from two to eight products on its annual release calendar. Today, the show can be viewed, through Northstar Media, in Germany, Australia, New Zealand, Canada and Latin America. The series has also become a big deal online, where viewers can preview clips and watch select episodes on Hulu.

"For the artists," Lieberman says, "it's about doing something different, about doing something inspiring, reimagining the way music should be presented, and what that does is consistently create a unique version of the artist's work."



\$395,151

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